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**For Immediate Release**

**Pebble Beach Systems Group plc**

**Pebble announces support for NVIDIA Holoscan for Media to drive flexible, cost-effective and sustainable media architectures**

**Stand 8.C58, IBC2024, Amsterdam, 13 - 16 September 2024:** Pebble, a leading automation, content management and integrated channel specialist, will showcase support for [NVIDIA Holoscan for Media](#) with its PRIMA platform at IBC2024 (stand 8.C58, RAI Amsterdam, 13 - 16 September). The PRIMA platform works seamlessly with [Holoscan for Media](#), and teams from both companies will be on hand at IBC to discuss the potential of the integrated technologies.

PRIMA - the Platform for Real-time Integrated Media Applications - supports a range of applications that help address the real needs of modern media and broadcast organisations. Its underlying Kubernetes and Linux architecture makes for simple implementation on standard hardware on premises, in the cloud or as a multi-site hybrid deployment. PRIMA is built for flexible deployment, security, ready scalability and centralised management.

NVIDIA Holoscan for Media is a software-defined, AI-enabled platform that allows live video pipelines to run on the same infrastructure as AI. This open-source platform is built on industry-wide standards and APIs, including SMPTE ST 2110, AMWA NMOS, RIST, SRT and NDI.

The PRIMA platform with Holoscan for Media helps address the challenges of developing integrated environments, as the industry moves towards software-centric technology and IP connectivity. Together, the technologies offer potential for large-scale, sophisticated and integrated systems built around open standards and seamless interworking.

Pebble, in collaboration with NVIDIA, will support a set of applications around playout, workflow, and IP management and control. PRIMA applications add to Pebble's range of market-leading playout solutions, and developing them within the open Holoscan for Media environment provides great scope for implementation and continuing evolution.

"The promise of IP-connected, software-defined media architectures is around extremely efficient workflows, high levels of automation, and ready scalability through the cloud," said Daniel Robinson, head of product at Pebble. "By integrating PRIMA with Holoscan for Media, we can now deliver those highly efficient, high-performance media environments on shared compute platforms, helping drive down costs and achieve greater sustainability."

Guillaume Polaillon, product line manager for live media solutions at NVIDIA, added, "Working with Pebble, we can provide repurposable, and scalable systems for companies with live media pipelines to help them meet their creative and operational demands, while reducing infrastructure footprint."

At IBC2024, Pebble will demonstrate how PRIMA with Holoscan for Media can help deliver advanced solutions. To learn more, visit **Stand 8.C58**.

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**About Pebble**

At Pebble we understand that efficiency, reliability and sustainability are vital for playout operations, and we know that interoperability with multiple vendors, standards and technologies is key. As a world leader in automation, integrated, IP and virtualised playout technology, with systems installed in more than 70 countries worldwide and over 1500 channels played out under Pebble automation control, we have the people, the process, and the technology that the broadcast market needs as it changes and adapts to compete with new entrants in the video media space. [www.pebble.tv](http://www.pebble.tv)

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